

# Exhibit 10

<b>Infringement Claim Chart for U.S. Pat. No. US9456086B1 v. Seek Thermal (“Defendant”)</b>
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Claim11	Evidence
<p>11. A method for matching a first entity with a second entity, comprising:</p>	<p>The Seek Thermal Customer Support Service system with intelligent routing performs a method of matching a first entity with a second entity.</p> <p>For example, the Seek Thermal Customer Support Service system matches an incoming call, which is the first entity, to a call center agent, which is the second entity.</p> <div data-bbox="625 547 1770 1140" data-label="Image"> <p><b>Support Hours</b></p> <p>1 year ago · Updated</p> <p><u>Seek Support agents are typically available from 8AM-4PM PT, Monday through Friday (excluding holidays) to answer English language support requests, but from time to time will get you a response during off hours as well.</u></p> <p>European customers are encouraged to contact our EU distributor for support issues, or for any return/warranty requests.</p> <p><u>If you have not received a response, and would like to follow up, please do so by responding to your original support ticket.</u></p> </div> <p>Source: <a href="#">Support Hours – Seek Thermal Support</a></p>

## Support Hours

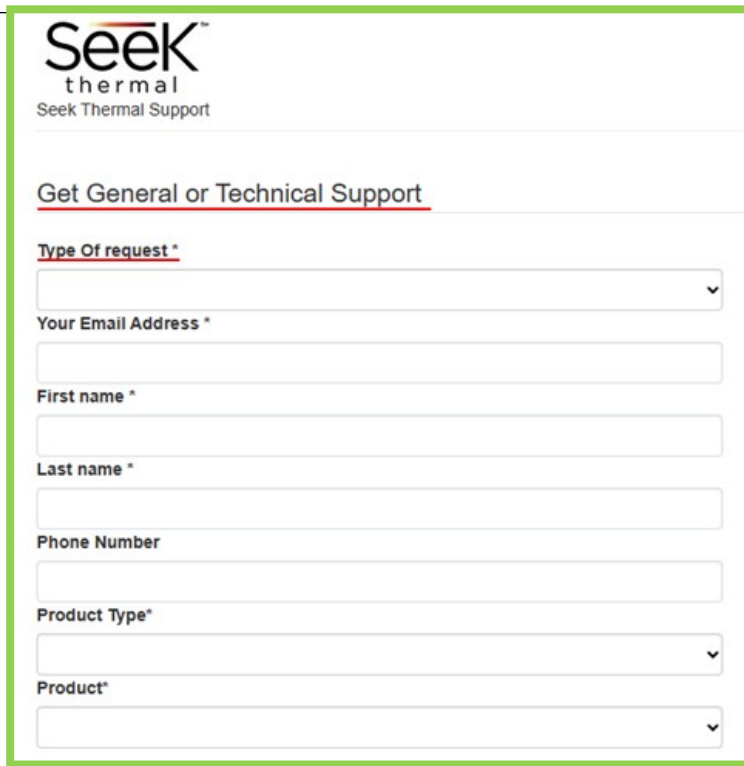
1 year ago · Updated

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Once you complete a ticket with your service request, we will review your information and respond to your message within one (1) business day.

Source: [Support Hours - Seek Thermal Support](#)

A screenshot of a web form titled "Seek thermal" with the subtitle "Seek Thermal Support". The form is titled "Get General or Technical Support" and contains several input fields. The fields are: "Type Of request \*" (a dropdown menu), "Your Email Address \*" (a text input field), "First name \*" (a text input field), "Last name \*" (a text input field), "Phone Number" (a text input field), "Product Type\*" (a dropdown menu), and "Product\*" (a dropdown menu). The form is highlighted with a green border.

Seek<sup>™</sup>  
thermal  
Seek Thermal Support

Get General or Technical Support

Type Of request \*

Your Email Address \*

First name \*

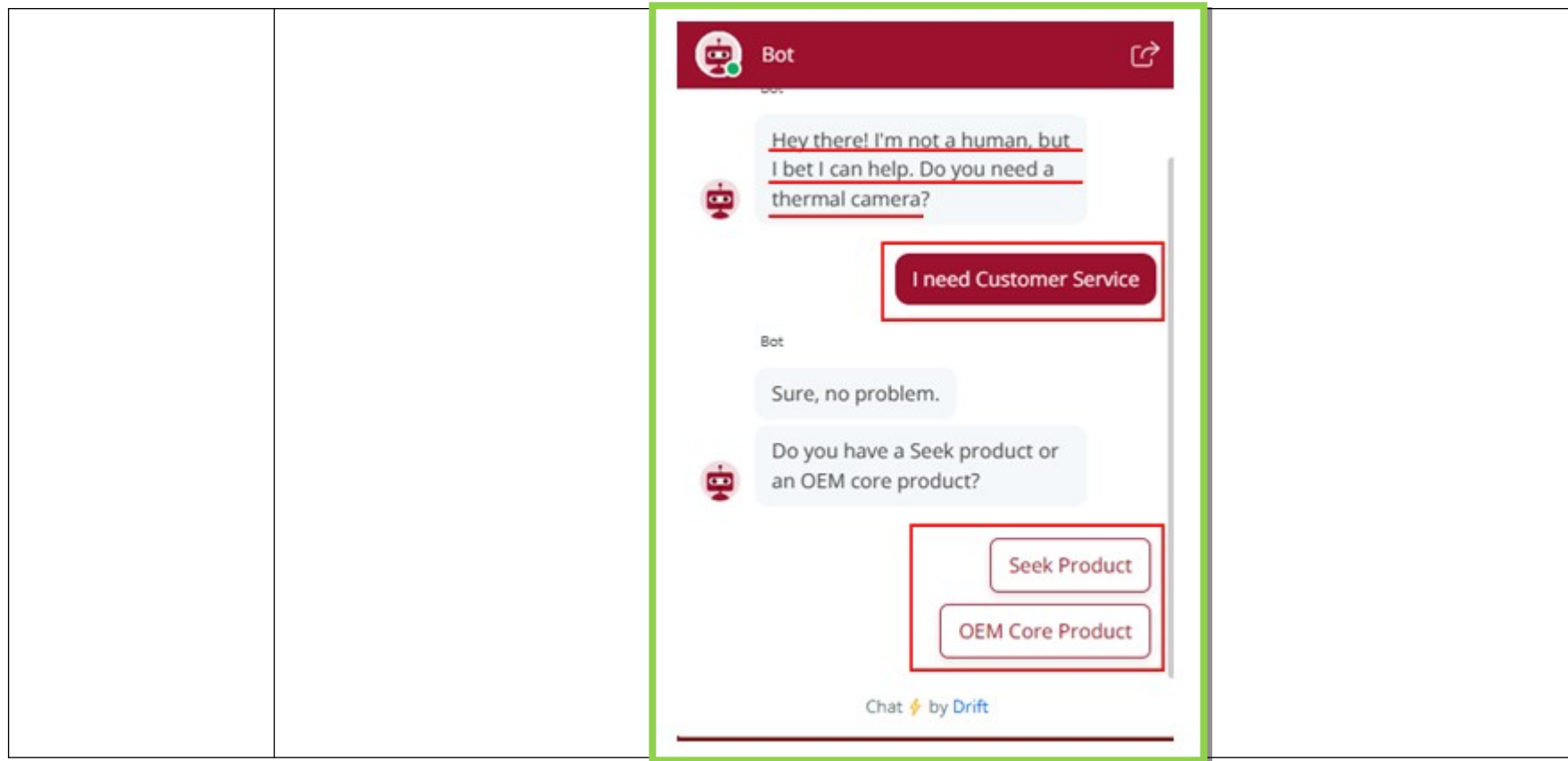
Last name \*

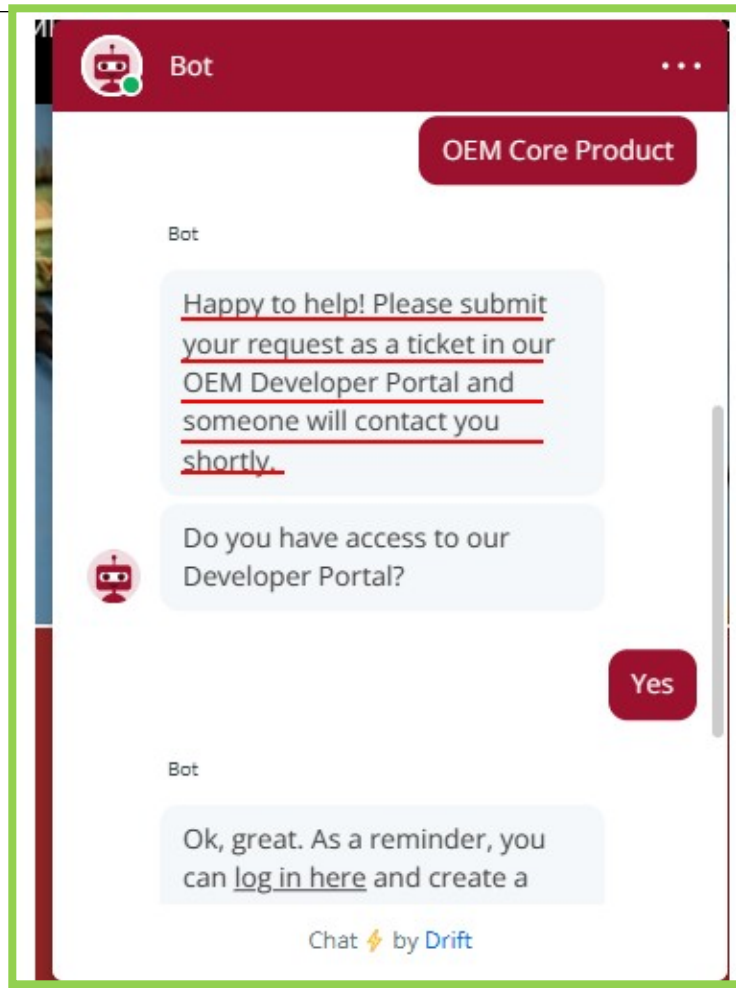
Phone Number

Product Type\*

Product\*

Source: [Online Support Form \(netsuite.com\)](https://netsuite.com)





Source: [Seek Thermal | Affordable Infrared Thermal Imaging Cameras - Affordable Infrared Thermal Cameras](#)

## Seek Thermal selects Zendesk Service for Customer Support

In 2014, Seek Thermal, a United States based Manufacturing organization with 80 employees and revenues of \$8.0M selected Zendesk Service for Customer Support while displacing Legacy Applications, and integrating with the existing systems being used.

Customer	Vendor	Old Product	New Product	Category	Market	Users	VAR/SI	When	Live
Seek Thermal	Zendesk	Legacy Applications	Zendesk Service	Customer Support	CRM	n/a	n/a	2014	2014

Source: [Seek Thermal selects Zendesk Service for Customer Support \(appsruncheworld.com\)](https://appsruncheworld.com)

## Meet Zendesk AI

AI is here to stay, but only Zendesk makes it easy to start. Better support, workflows and routing—right out of the box.

“We love Zendesk because their API allows us to explore ways to get customer data in front of agents in ways that create a smoother, more personalised experience.”

Source: [Zendesk: Customer Service Software and Sales CRM | Best in 2023 | Zendesk India](https://www.zendesk.com/en/resources/best-in-2023)

storing a

The Seek Thermal Customer Support Service system with intelligent routing stores a

<p>plurality of multivalued scalar data representing inferential targeting parameters for the first entity;</p>	<p>plurality of multivalued scalar data representing inferential targeting parameters for the first entity.</p> <p>For example, the Seek Thermal Customer Support Service system uses one or more of: interactive voice response (IVR), keypad menus, caller identification and customer relationship management (CRM) information to determine the nature of a call and thereby, the required characteristics of a call center agent to handle the call. These required agent characteristics include one or more of: skills and respective skill levels, the agent's location, prior call history with calls of the same nature. These required characteristics are represented by Zendesk Omnichannel support comprising a plurality of multivalued scalar data, which is stored and used, by the Seek Thermal Customer Support Service system, as inferential, or intelligent, targeting parameters for routing the call to an appropriate call center agent.</p> <div data-bbox="674 750 1711 1289" data-label="Image"> </div> <p>Source: <a href="#">Support Hours – Seek Thermal Support</a></p>
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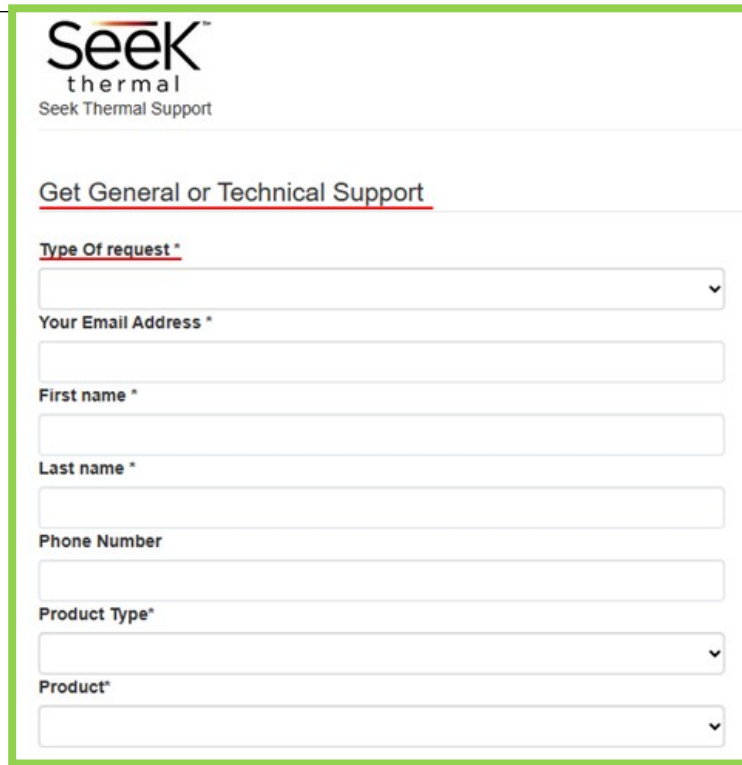
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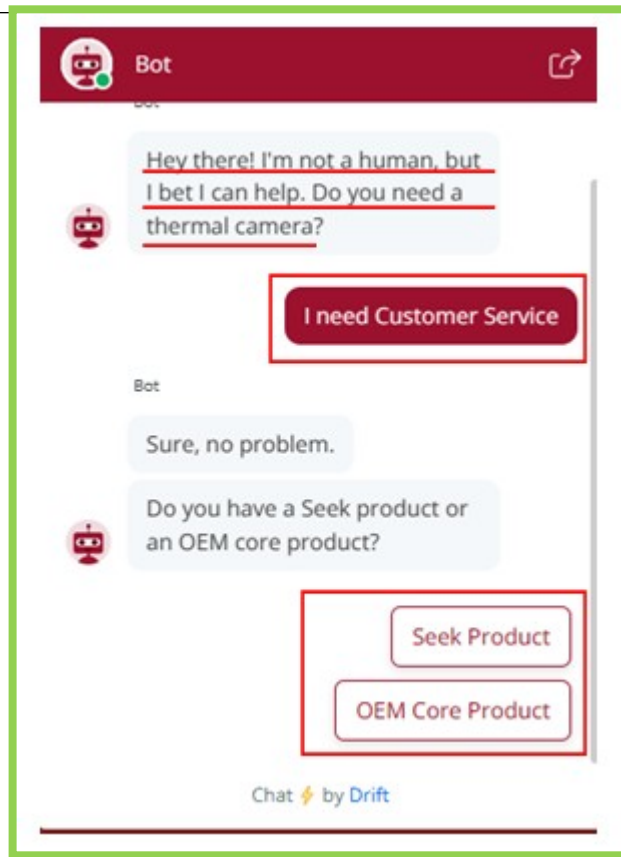
Once you complete a ticket with your service request, we will review your information and respond to your message within one (1) business day.

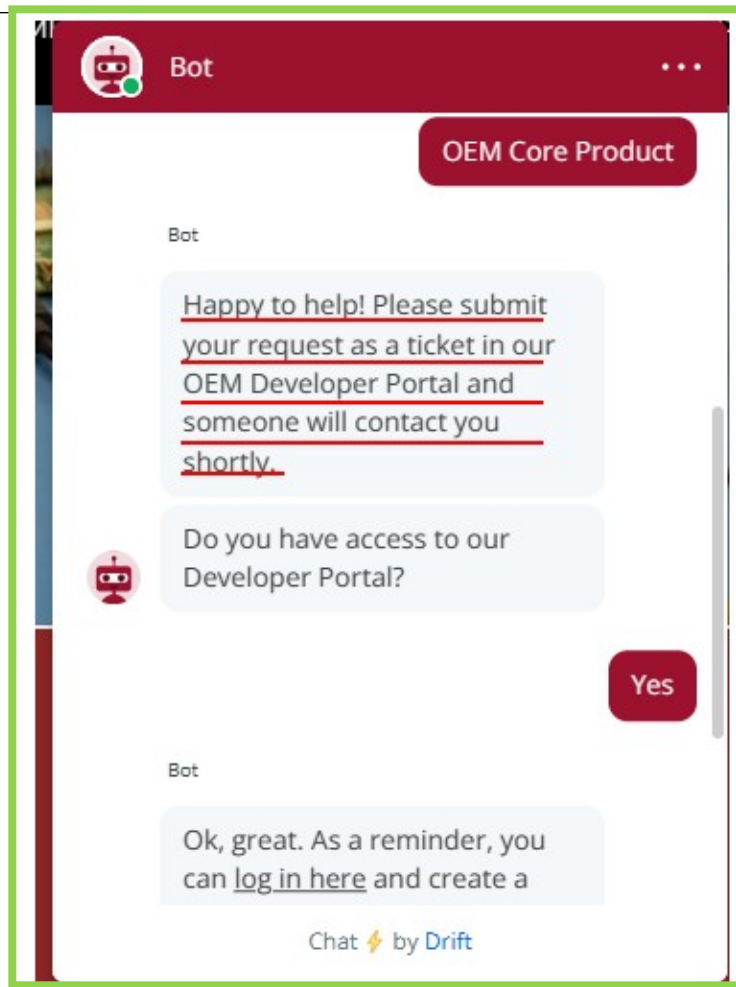
Source: [Support Hours – Seek Thermal Support](#)



The image shows a screenshot of the 'Seek Thermal Support' form. The form is titled 'Seek thermal' with 'Seek Thermal Support' underneath. Below the title is a section header 'Get General or Technical Support'. The form contains several input fields: 'Type Of request \*' (a dropdown menu), 'Your Email Address \*' (a text field), 'First name \*' (a text field), 'Last name \*' (a text field), 'Phone Number' (a text field), 'Product Type\*' (a dropdown menu), and 'Product\*' (a dropdown menu). The form is highlighted with a green border.

Source: [Online Support Form \(netsuite.com\)](https://netsuite.com)





Source: [Seek Thermal | Affordable Infrared Thermal Imaging Cameras - Affordable Infrared Thermal Cameras](#)

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Source: [Seek Thermal selects Zendesk Service for Customer Support \(appsrunchworld.com\)](https://appsrunchworld.com/seek-thermal-selects-zendesk-service-for-customer-support/)

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storing a plurality of

The Seek Thermal Customer Support Service system with intelligent routing stores a plurality of multivalued scalar data of each of the plurality of second entities,

<p>multivalued scalar data of each of the plurality of second entities, representing inferential targeting parameters for a plurality of second entities;</p>	<p>representing inferential targeting parameters for a plurality of second entities.</p> <p>For example, the Seek Thermal Customer Support Service system stores the respective characteristics of multiple call center agents. These agent characteristics include one or more of: skills and respective skill levels, the agent's location, and the agent's prior history with handling calls of a specific nature. The agent characteristics are represented by Zendesk Omnichannel support comprising a plurality of multivalued scalar data and are used, by the Seek Thermal Customer Support Service system, as inferential targeting parameters for routing the call to an appropriate call center agent.</p> <div data-bbox="667 599 1719 1146" data-label="Image"> </div> <p>Source: <a href="#">Support Hours – Seek Thermal Support</a></p>
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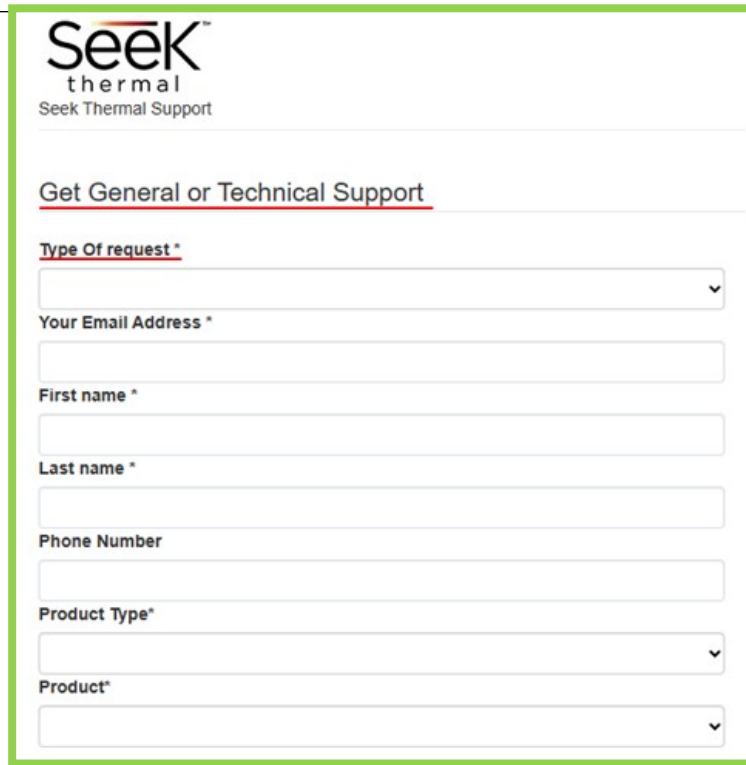
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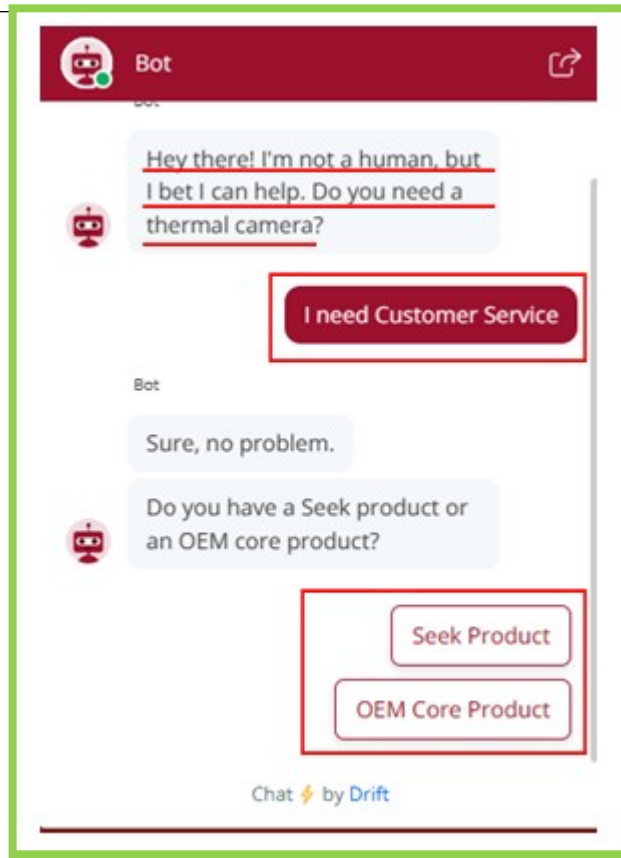
Source: [Support Hours - Seek Thermal Support](#)

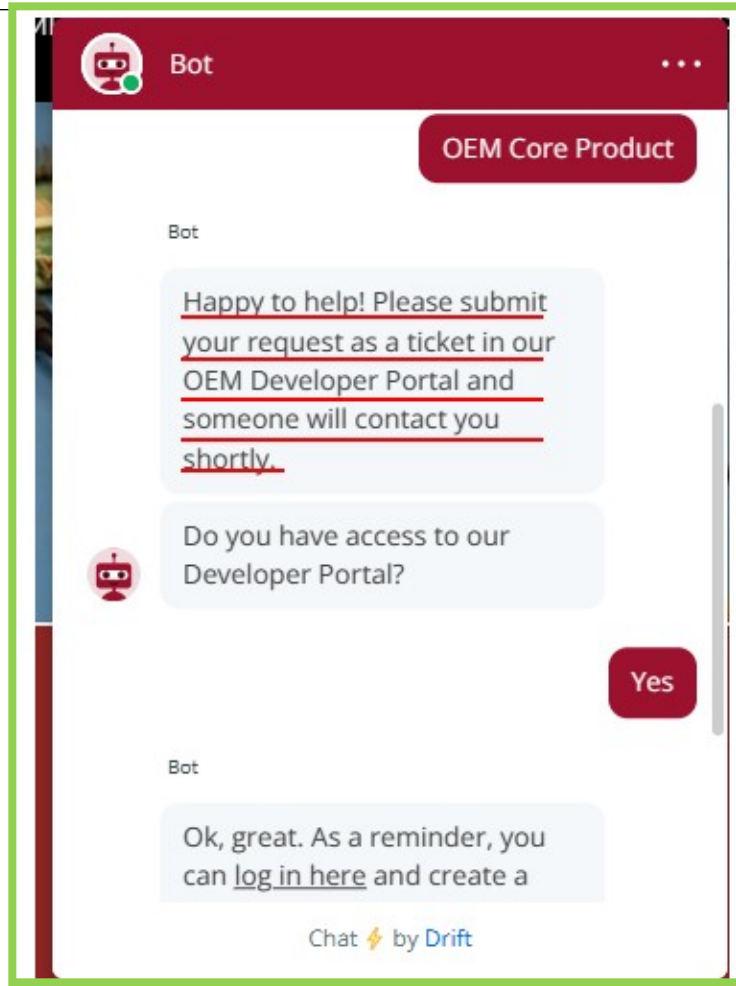


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Source: [Online Support Form \(netsuite.com\)](https://netsuite.com)







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In 2014, [Seek Thermal](#), a United States based **Manufacturing** organization with 80 employees and revenues of \$8.0M selected [Zendesk Service](#) for **Customer Support** while displacing [Legacy Applications](#), and integrating with the existing systems being used.

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Source: [Seek Thermal selects Zendesk Service for Customer Support \(appsruntheworld.com\)](#)

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	<div data-bbox="669 238 1734 583" data-label="Text"> <p><u>“We love Zendesk because their API allows us to explore ways to get customer data in front of agents in ways that create a smoother, more personalised experience.”</u></p> </div> <p data-bbox="485 610 1860 683">Source: <a href="#">Zendesk: Customer Service Software and Sales CRM   Best in 2023   Zendesk India</a></p>
<p>performing using an automated processor, based on at least the stored plurality of multivalued scalar data, an economic optimization seeking to maximize a normalized economic surplus of a respective</p>	<p>The Seek Thermal Customer Support Service system with intelligent routing performs, using an automated processor and based on at least the stored plurality of multivalued scalar data, an economic optimization. The optimization seeks to maximize a normalized economic surplus of a respective mutually exclusive match of the first entity with the second entity, while at the same time considering an opportunity cost of the unavailability of the second entity as a result of the match.</p> <p>For example, based on the required agent characteristics for handling the call and the respective characteristics of multiple call center agents, the Seek Thermal Customer Support Service system selects an appropriate agent for handling the call. This selection is made by making, for each of the multiple agents, a cost-benefit analysis of a prospective matching of the call with the particular agent. The cost-benefit for the prospective match is based, at least in part, on the required agent characteristics and the characteristics of the particular agent. This prospective match is mutually exclusive in the sense that the call is only assigned to the particular agent and the agent to this particular call for the duration of the call. Therefore, the cost-benefit analysis also accounts for the fact that the agent cannot handle other calls while handling this call.</p>

mutually exclusive match of the first entity with the second entity, in conjunction with an opportunity cost of the unavailability of the second entity as a result of the match; and

The agent associated with the prospective match that has the maximum benefit while considering the reduced costs, which is the so-called normalized economic surplus, is selected by the Seek Thermal Customer Support Service system to handle the call.

## Support Hours

1 year ago · Updated

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Source: [Support Hours - Seek Thermal Support](#)

## Support Hours

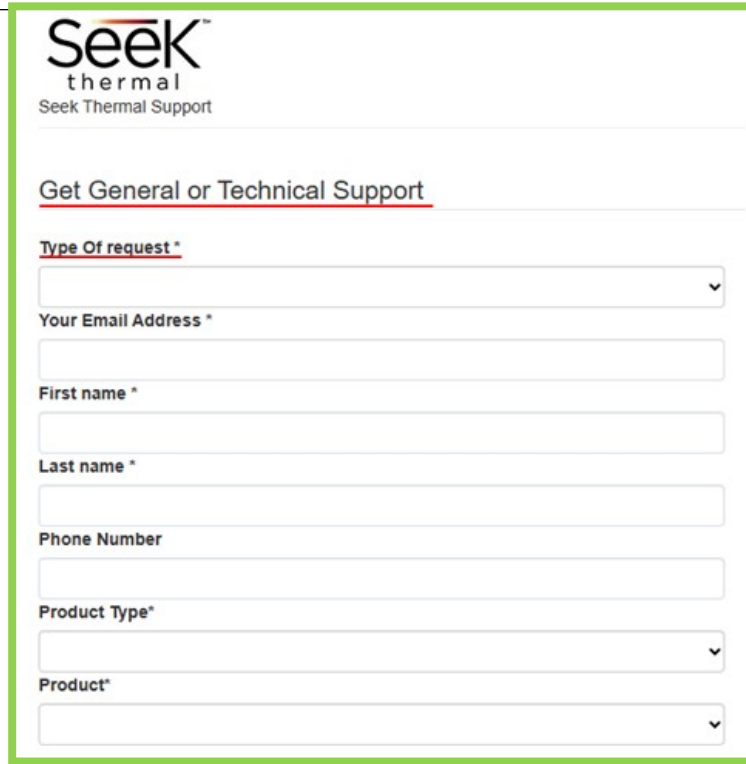
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Seek<sup>™</sup>  
thermal  
Seek Thermal Support

Get General or Technical Support

Type Of request \*

Your Email Address \*

First name \*

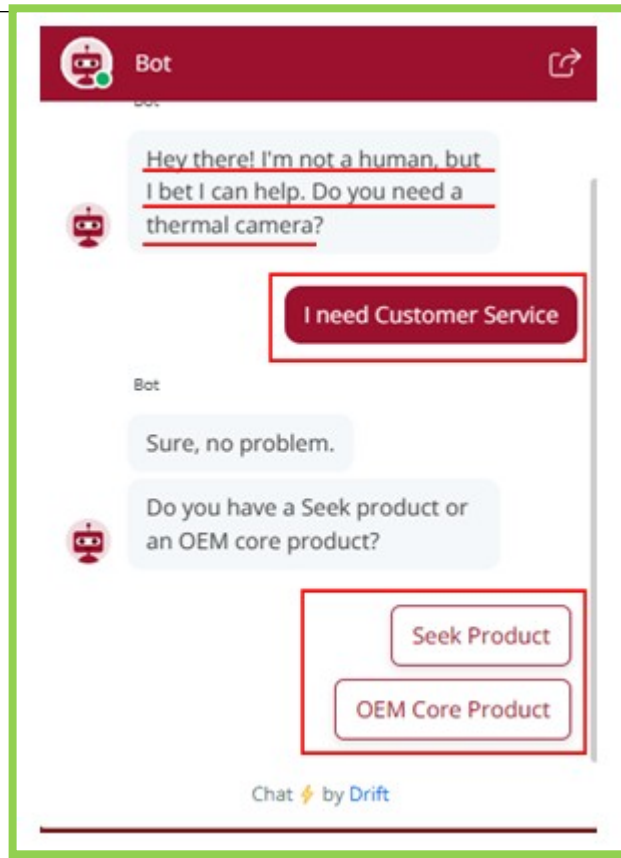
Last name \*

Phone Number

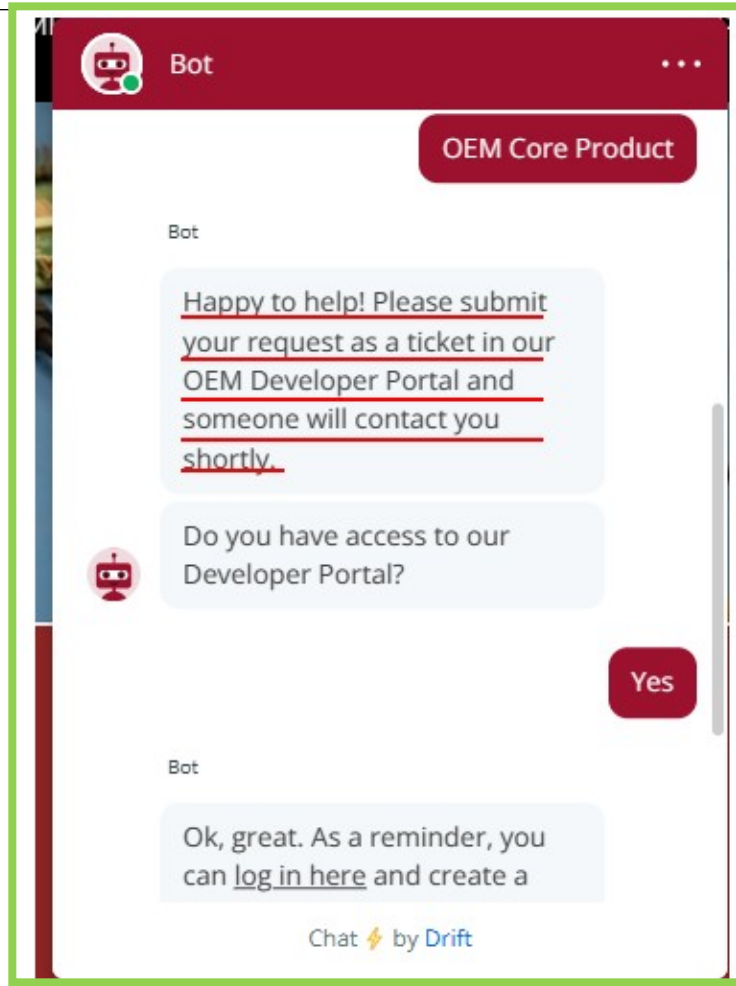
Product Type\*

Product\*

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	<div data-bbox="798 233 1612 646"><p><b><u>Keep costs low</u></b></p><p><u>You do not need a developer army to start</u> <u>using Zendesk or an influx of agents to</u> <u>keep using it. Efficiency and automation</u> <u>are fixed features.</u></p></div> <p>Source: <a href="#">Zendesk: Customer Service Software and Sales CRM   Best in 2023   Zendesk India</a></p>
outputting a signal in dependence on the optimization.	<p>The Seek Thermal Customer Service system with intelligent routing outputs a signal in dependence on the optimization.</p> <p>For example, the Seek Thermal Customer Service system generates and outputs a signal for connecting the call with the matched agent, whereby the exact nature of the signal depends on the matched agent, so as to connect that agent to the call.</p>

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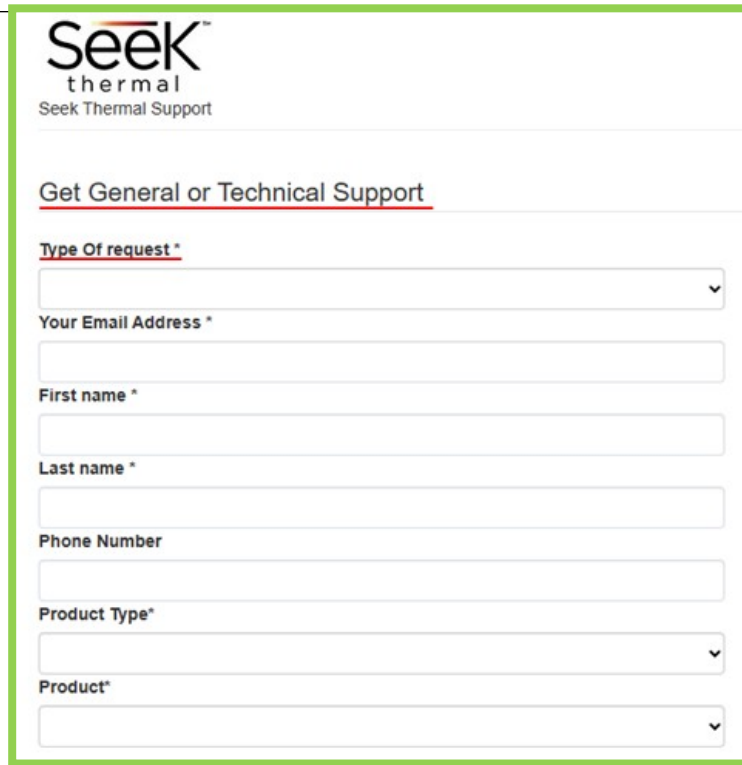
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Seek<sup>™</sup>  
thermal  
Seek Thermal Support

Get General or Technical Support

Type Of request \*

Your Email Address \*

First name \*

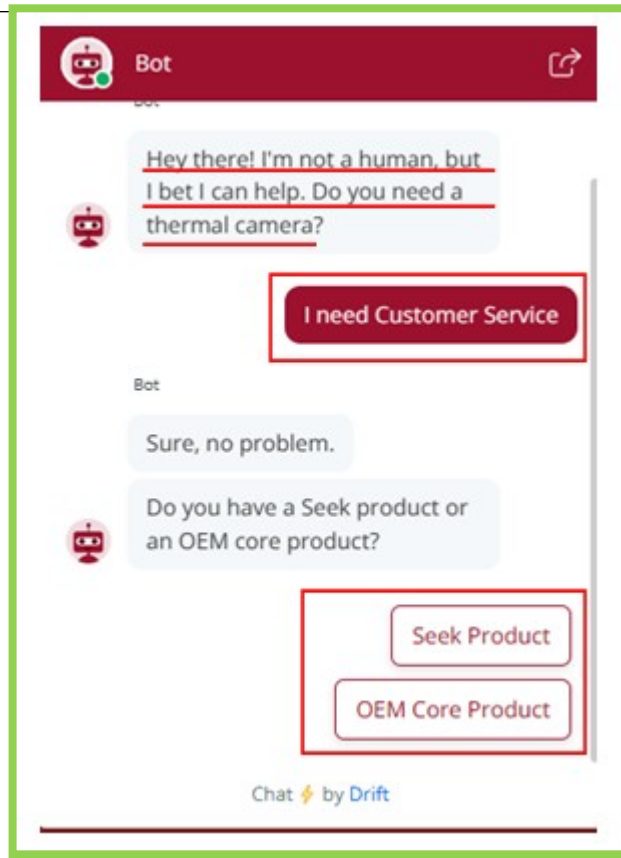
Last name \*

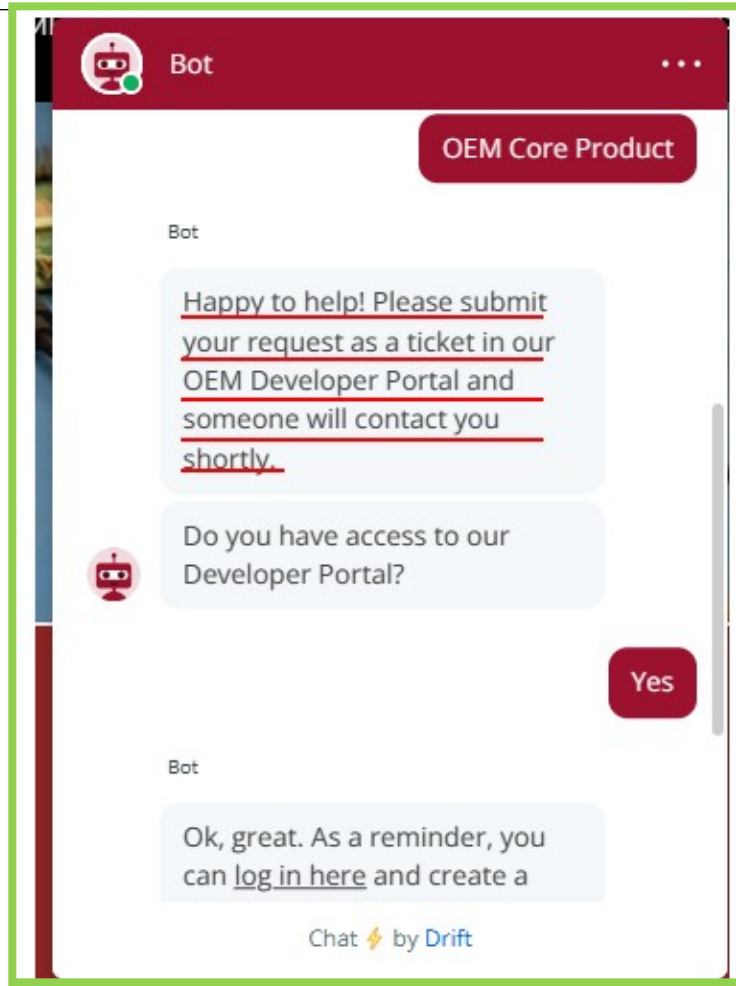
Phone Number

Product Type\*

Product\*

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